

PERSONAL BRANDING MASTERY

DISCOVER YOUR STRENGTHS

We are here to help you finding your strengths. So if you encounter any problems, here is a small blue print we prepare for you with questions meant to bring more insight about what defines you best.

1. What are the activities that you enjoy most and that come easily to you? List them down now.

2. What tasks energize you? List them down.

3. What knowledge you have that others around you do not?

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4. What are the strengths that others acknowledge in you?

5. Which skills do you enjoy using as often as possible, regardless of the task?

6. What strengths and skills came up over and over again?

7. How do you use this knowledge about yourself?

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We will provide you with 4 steps, in order to be able to list accurately your strengths and make the best use out of them.

1st Step => Clarify

You can't focus on your strengths until you know what they are.

1. Now, that you find out what your strengths are, write down your top five on the spaces in this diagram. By the way, you will find this template after this lesson. For example, you might use words like "innovative," "relationship-builder" or "analytical", assertive".
2. After that's done, you can start to validate your self-perception with feedback from others.

You might be aware of your strengths or need input. Get feedback from peers, family or manager.

1.....	STRENGTHS	2.....
3.....		4.....
	5.....	

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2nd Step => Invest in your strengths not your weaknesses

You must know yourself very well and always focus on your strengths. You are strong regarding your strengths because you are passionate about them. The weaknesses are there because you have no interest in them. You may have new passions in the future. And those passions might turn into strengths. But weaknesses don't turn into strengths.

Why invest so much time in making ourselves average in certain areas we were previously weak in, if that time could be better invested in for something we are already strong at to develop that?

3rd Step => Use your strengths in the role or situation you are currently in

Set goals for yourself and then establish and plan how you can achieve them, by using your strengths.

Find opportunities that require and enhance your strengths.

4th Step => Measure and review

Make sure you can always see progress. Get other people to list differences comparing past performances and to rate you. You can set up as well a timeframe for getting feedback and understand your progress.

When people become aware of their strengths, through measurement and feedback, you have a strong position from which you view your potential. You have as well an increased self-esteem.